



Policy Title:	Signage and Displays
Policy Number:	UNIV-435
Revision Date:	March 2021
Policies Superseded:	1102; FINA-402
Policy Management Area(s):	Facilities

SUMMARY:

This policy outlines the responsibilities of the Office of Facilities Planning and Management in regard to all interior and exterior campus signage, specialty signage and engraving services.

POLICY:

I. POLICY

The purpose of this policy is to provide a University-wide standard for interior and exterior signage, specialty signage and engraving that will guide, direct, inform and identify campus facilities for all stakeholders and visitors to Coastal Carolina University's campus and education centers, as well as external displays presented by those in the University community. The goal of this policy is to ensure dissemination of clear and accurate information; to promote consistency; to eliminate unnecessary and ineffective signage; to provide an attractive and unified campus appearance; and to enhance campus health, safety and welfare.

This policy applies to all signage and displays, regardless of purpose, used on Coastal Carolina University's campus, including those within every building and other facilities under the authority of the University. The Department of Facilities Planning and Management will remove unauthorized and unnecessary signage, if it impedes the purpose of this policy.

- A. Signage - The Office of Facilities Planning and Management is responsible for implementing policies and procedures regarding all interior and exterior campus signage. University signs will be designed and installed in compliance with signage regulations defined by the Americans with Disabilities Act of 1990.
1. Standard Colors – The University's standard colors are teal (PMS 322), metallic bronze (PMS 875) and black.
 2. University Logos – Facilities Planning and Management works closely with the Office of University Marketing and Communication and upholds the branding policies and visual standards set forth in regard to trademark

properties, color management and content. All designs need approval by the Office of University Marketing and Communication before production.

B. Temporary Signage –

1. All temporary signs, displays, posters or banners not produced by a work order through Facilities Planning and Management must follow the approval process found in UNIV-477 Free Speech, Solicitation and Promotional Events on Campus Policy.

2. Items must be posted in designated and approved areas only.

a. Painted walls in buildings and light posts are not acceptable. Attaching signs or banners to trees must first be approved by Grounds Services.

b. Signs, displays, or other temporary signage that require stakes, poles, or frames to be inserted into the ground must be placed in landscaped or natural areas (i.e., ground-level beds or areas covered in mulch or pine straw but not grass).

3. At the conclusion of the approved event or posting period, the responsible individual, group, or department must remove and properly dispose of all their temporary signs, displays, posters, and banners. The only exception to this is the hanging and removal of approved large temporary banners that require a ladder for them to be safely displayed.

4. Temporary banners provided by Facilities Planning and Management can be no larger than 4-feet high by 10-feet wide. Any banners that exceed this size need prior approval by Facilities Planning and Management.

Please see [UNIV- 477 Free Speech, Solicitation and Promotional Events on Campus](#) for additional information regarding temporary signage on campus.

C. Permanent Interior Signage Installation/ Room Identification – Facilities Planning and Management has developed a sign-mounting policy intended to cover most mounting conditions. All room identifications are ANSI 117.1 compliant. All room identifications will be in a black frame with a gold insert and black letters. Mechanical and electrical rooms will have red inserts with black letters. Basic sign installation is to mount the ADA sign two inches from the doorframe on the handle (strike) side of the door, 5 feet to the top of the sign. This policy will satisfy the majority of installation situations. In circumstances where the above installation policy is not possible, Facilities Planning and Management will use the following guidelines to find the most appropriate location for the sign:

1. Find the nearest visible wall space on the handle side of the door. If 2 inches of space are not available between frame and sign, the 2-inch space will be sacrificed in order to install the sign. If a group of doors are arranged closely together and wall space is not sufficient for signage, the

sign may be placed in the next appropriate wall space determined by Facilities Planning and Management.

2. If a sign is placed beside a double door that has suitable wall space on either side of the door, place sign on the first side (clockwise) of the door.
3. Signs should **not** be installed on doors unless deemed necessary.

II. PROCEDURE

- A. All artwork received for printing and engraving must be prepared in an .eps or .pdf format **with prior approval by the Office of University Marketing and Communication.**
- B. Submit all requests for new signs or replacement/repair of current signs to Facilities Planning and Management through the office's work order system. All changes to exterior building identification signs must first be submitted to the Office of University Marketing and Communication for approval.
- C. To submit your work requests, fill out the online form at www.coastal.edu/forms.